



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Patent and Trademark Office**

Address: COMMISSIONER OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
08/823,534	03/24/97	JOHNSON	J 7709.29USC2

LM71/1220  
WILLIAM D MILLER  
MERCHANT GOULD SMITH EDELL WELTER AND SC  
3100 NORTHWEST CENTER  
90 SOUTH SEVENTH STREET  
MINNEAPOLIS MN 55402

EXAMINER

MCCARTY, W

ART UNIT	PAPER NUMBER
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2761

13

DATE MAILED: 12/20/99

**Please find below and/or attached an Office communication concerning this application or proceeding.**

**Commissioner of Patents and Trademarks**

# Notice of Allowability

Application No.

08/823,534

Applicant(s)

Johnson, Jerome D.

Examiner

McCarty

Group Art Unit

2761



All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance and Issue Fee Due or other appropriate communication will be mailed in due course.

☒ This communication is responsive to the CPA filed October 8, 1999 (paper no. 12)

☒ The allowed claim(s) is/are 30-55

☐ The drawings filed on \_\_\_\_\_ are acceptable.

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some\* ☒ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) \_\_\_\_\_

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\*Certified copies not received: \_\_\_\_\_

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

A SHORTENED STATUTORY PERIOD FOR RESPONSE to comply with the requirements noted below is set to EXPIRE **THREE MONTHS** FROM THE "DATE MAILED" of this Office action. Failure to timely comply will result in ABANDONMENT of this application. Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

☐ Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL APPLICATION, PTO-152, which discloses that the oath or declaration is deficient. A SUBSTITUTE OATH OR DECLARATION IS REQUIRED.

☒ Applicant MUST submit NEW FORMAL DRAWINGS

☐ because the originally filed drawings were declared by applicant to be informal.

☒ including changes required by the Notice of Draftsperson's Patent Drawing Review, PTO-948, attached hereto or to Paper No. 13.

☐ including changes required by the proposed drawing correction filed on \_\_\_\_\_, which has been approved by the examiner.

☐ including changes required by the attached Examiner's Amendment/Comment.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the reverse side of the drawings. The drawings should be filed as a separate paper with a transmittal letter addressed to the Official Draftsperson.

☐ Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Any response to this letter should include, in the upper right hand corner, the APPLICATION NUMBER (SERIES CODE/SERIAL NUMBER). If applicant has received a Notice of Allowance and Issue Fee Due, the ISSUE BATCH NUMBER and DATE of the NOTICE OF ALLOWANCE should also be included.

## Attachment(s)

☒ Notice of References Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). \_\_\_\_\_

☒ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

☐ Interview Summary, PTO-413

☐ Examiner's Amendment/Comment

☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

☒ Examiner's Statement of Reasons for Allowance

TODD R. SWANN  
SUPERVISORY PATENT EXAMINER  
GROUP 2761

Art Unit: 2761

### **DETAILED ACTION**

This communication is responsive to the Continued Prosecution Application (CPA) filed October 8, 1999 (Paper No. 12) of application **08/823,534** filed March 24, 1997. The amendment changed independent claims 30, 39, 46, and 55, which have been examined on their merits and are found to be allowable over the prior art of record. The Applicant's request for allowance is hereby granted.

### ***Drawings***

1. The application having been allowed, formal drawings are required in response to this Office action.
2. Formal drawings are now required and must be filed within the THREE MONTH shortened statutory period set for reply in the "NOTICE OF ALLOWABILITY" (PTOL-37 or PTO-37). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a). Failure to timely submit the drawings will result in **ABANDONMENT** of the application. The drawings should be submitted as a separate paper with a transmittal letter which is addressed to the Official Draftsperson. The art unit number, application number and number of drawing sheets should be written on the reverse side of the drawings.

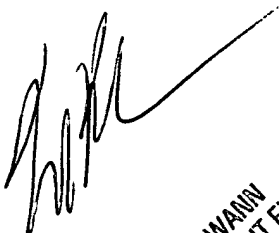
Art Unit: 2761

***Allowable Subject Matter***

3. Claims 30-55 are allowed.
4. The following is the Examiner's statement of reasons for allowance:

Amendments and arguments presented by the Applicant in response to the Examiner's Office action mailed June 08, 1999 (Paper No. 8) to distinguish the claimed invention over the prior art citations have been found persuasive. The prior art of record fails to teach the limitation added by amendment which specifies that the *customized visual output comprises a single composite visual output relating to the product for sale*. Accordingly, the amended independent claims, along with all accompanying dependent claims, are now in a position for allowance.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

  
TODD R. SWANN  
SUPERVISORY PATENT EXAMINER  
GROUP 2700

Art Unit: 2761

***Conclusion***

5. The prior art of record and not relied upon is considered pertinent to the applicant's disclosure. Each reference disclosed below is relevant to one or more of the Applicant's claims comprising the claimed invention.

U.S. Patent No. 5,142,662 to *Gump et al.* which discloses an electronic publishing system with interrelated illustrations and items of text data; U.S. Patent No. 5,319,542 to *King, Jr. et al.* which discloses a system for ordering items using an electronic catalogue; U.S. Patent No. 5,528,490 to *Hill* which discloses an electronic catalog system for providing information related to a selected product; and U.S. Patent No. 5,970,471 to *Hill* which discloses a virtual catalog and product presentation method wherein the product images include both a product image and a selected background image.

Art Unit: 2761

6. Any inquiry concerning this communication from the Examiner should be directed to Will McCarty whose telephone number is (703) 305-0625.

7. Any response to this action should be mailed to:

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

or faxed to:

(703) 308-9051, (for formal communications intended for entry)

Or:

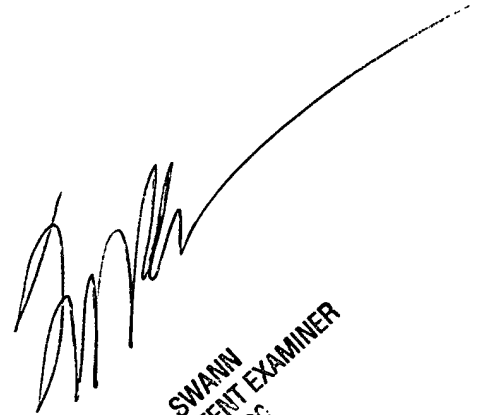
(703) 305-0040 (for informal or draft communications, please label  
"PROPOSED" or "DRAFT")

Hand-delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington. VA.,

Sixth Floor (Receptionist).



Will McCarty  
December 17, 1999



TOD R. SWANN  
SUPERVISORY PATENT EXAMINER  
GROUP 2761



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

**NOTICE OF ALLOWANCE AND ISSUE FEE DUE**

LM71/1220

WILLIAM D MILLER  
MERCHANT GOULD SMITH EDELL WELTER AND SC  
3100 NORTHWEST CENTER  
90 SOUTH SEVENTH STREET  
MINNEAPOLIS MN 55402

APPLICATION NO.	FILING DATE	TOTAL CLAIMS	EXAMINER AND GROUP ART UNIT	DATE MAILED
08/823,534	03/24/97	026	MCCARTY, W	2761 12/20/99
First Named Applicant	JOHNSON.			
	35 USC 154(b) term ext. = 0 Days.			

TITLE OF INVENTION  
ELECTRONIC PROPOSAL PREPARATION SYSTEM

ATTY'S DOCKET NO.	CLASS-SUBCLASS	BATCH NO.	APPLN. TYPE	SMALL ENTITY	FEE DUE	DATE DUE
2	7709.29USC2	705-026.000	F91 UTILITY	YES	\$605.00	03/20/00

**THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED.**

**THE ISSUE FEE MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED.**

**HOW TO RESPOND TO THIS NOTICE:**

**I. Review the SMALL ENTITY status shown above.**

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

- A. If the status is changed, pay twice the amount of the FEE DUE shown above and notify the Patent and Trademark Office of the change in status, or
- B. If the status is the same, pay the FEE DUE shown above.

If the SMALL ENTITY is shown as NO:

- A. Pay FEE DUE shown above, or
- B. File verified statement of Small Entity Status before, or with, payment of 1/2 the FEE DUE shown above.

**II. Part B-Issue Fee Transmittal should be completed and returned to the Patent and Trademark Office (PTO) with your ISSUE FEE. Even if the ISSUE FEE has already been paid by charge to deposit account, Part B Issue Fee Transmittal should be completed and returned. If you are charging the ISSUE FEE to your deposit account, section "4b" of Part B-Issue Fee Transmittal should be completed and an extra copy of the form should be submitted.**

**III. All communications regarding this application must give application number and batch number. Please direct all communications prior to issuance to Box ISSUE FEE unless advised to the contrary.**

**IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.**

**PATENT AND TRADEMARK OFFICE COPY**